

EVALUATE YOUR OFFER IDEAS
WERKSHEET

DAY 5

HELLO SEVEN PRESENTS

MULTIPLY
Build A Bankable
Offer In 5 Days

OFFER IDEA EVALUATOR WORKSHEET

HEY! LOOK HOW FAR YOU'VE COME! HURRAH!

In this worksheet, you are going to use all of the data you have collected in Module One to make a decision about what offer you are going to create. If you have been completing the various worksheets in the previous lessons, then you have all of the information you need to make the final decision about what you will create.

This is the part where you really must commit to your offer. Once you make that decision, it will be full-speed ahead into Module Two where you will begin to go public and let the world know that your special offer is coming.



It's an important step and you don't want to do it until you have a decision about what offer you are creating.

OFFER IDEA #1

Body Compass Score *(from 0 to 10)*:

Is it a great fit for your ideal client?

YES

NO

HINT: IF YOU'RE STILL UNSURE USE THE "WHAT THE PEOPLE WANT CHEAT SHEET" TO GET MORE INSIGHT.

Is this a problem your ideal client is willing to spend time and money to solve (ie. Is it a painkiller or a vitamin)?

YES, IT'S A PAINKILLER

NO, IT'S STILL A VITAMIN

STILL NOT SURE

Do you already have content, information, experience, research to draw on to create this offer?

YES

NO

Does it pass the KISS test (ie. Is the offer concept simple enough for a fifth grader to understand and does it entice your client to envision what their life will be like once this problem is solved)?

YES

NO

NOT SURE

Does this offer bring you closer to or away from your business goals (ie. Does it fit into your business model, either your current one or the one you are moving toward)?

YES

NO

Is it a "Million Dollar Offer"?

IT'S SCALABLE

IT'S ENJOYABLE

IT'S IN DEMAND

IT'S TRANSFORMATIVE

OFFER IDEA #2

Body Compass Score *(from 0 to 10)*:

Is it a great fit for your ideal client?

YES

NO

HINT: IF YOU'RE STILL UNSURE USE THE WHAT THE PEOPLE WANT CHEAT SHEET TO GET MORE INSIGHT.

Is this a problem your ideal client is willing to spend time and money to solve (ie. Is it a painkiller or a vitamin)?

YES, IT'S A PAINKILLER

NO, IT'S STILL A VITAMIN

STILL NOT SURE

Do you already have content, information, experience, research to drawn on to create this offer?

YES

NO

Does it pass the KISS test (ie. Is the offer concept simple enough for a fifth grader to understand and does it entice your client to envision what their life will be like once this problem is solved)?

YES

NO

NOT SURE

Does this offer bring you closer to or away from your business goals (ie. Does it fit into your business model, either your current one or the one you are moving towards)?

YES

NO

Is it a "Million Dollar Offer"?

IT'S SCALABLE

IT'S ENJOYABLE

IT'S IN DEMAND

IT'S TRANSFORMATIVE

OFFER IDEA #3

Body Compass Score *(from 0 to 10)*:

Is it a great fit for your ideal client?

YES

NO

HINT: IF YOU'RE STILL UNSURE USE THE WHAT THE PEOPLE WANT CHEAT SHEET TO GET MORE INSIGHT.

Is this a problem your ideal client is willing to spend time and money to solve (ie. Is it a painkiller or a vitamin)?

YES, IT'S A PAINKILLER

NO, IT'S STILL A VITAMIN

STILL NOT SURE

Do you already have content, information, experience, research to draw on to create this offer?

YES

NO

Does it pass the KISS test (ie. Is the offer concept simple enough for a fifth grader to understand and does it entice your client to envision what their life will be like once this problem is solved)?

YES

NO

NOT SURE

Does this offer bring you closer to or away from your business goals (ie. Does it fit into your business model, either your current one or the one you are moving towards)?

YES

NO

Is it a "Million Dollar Offer"?

IT'S SCALABLE

IT'S ENJOYABLE

IT'S IN DEMAND

IT'S TRANSFORMATIVE

STILL STRUGGLING TO MAKE A DECISION AFTER DOING THIS ANALYSIS?

Then our advice is to go with your gut. At the end of the day, your Body Compass rules. You truly know what you want for yourself, sometimes it's just hard to admit because we have all these reasons in our heads that tell us why we can't have what we want.

If all else fails (or even if it doesn't) go with whichever offer idea you had the strongest positive response to when you did the Body Compass exercise. And if there is more than one idea that gets you super excited, remember that you can absolutely create more than one offer. If you love more than one idea, choose whichever makes the most sense as the first step for your ideal clients.

Don't struggle through this evaluation alone! If you get stuck, head over to the [Facebook Group](#) for feedback and clarity.